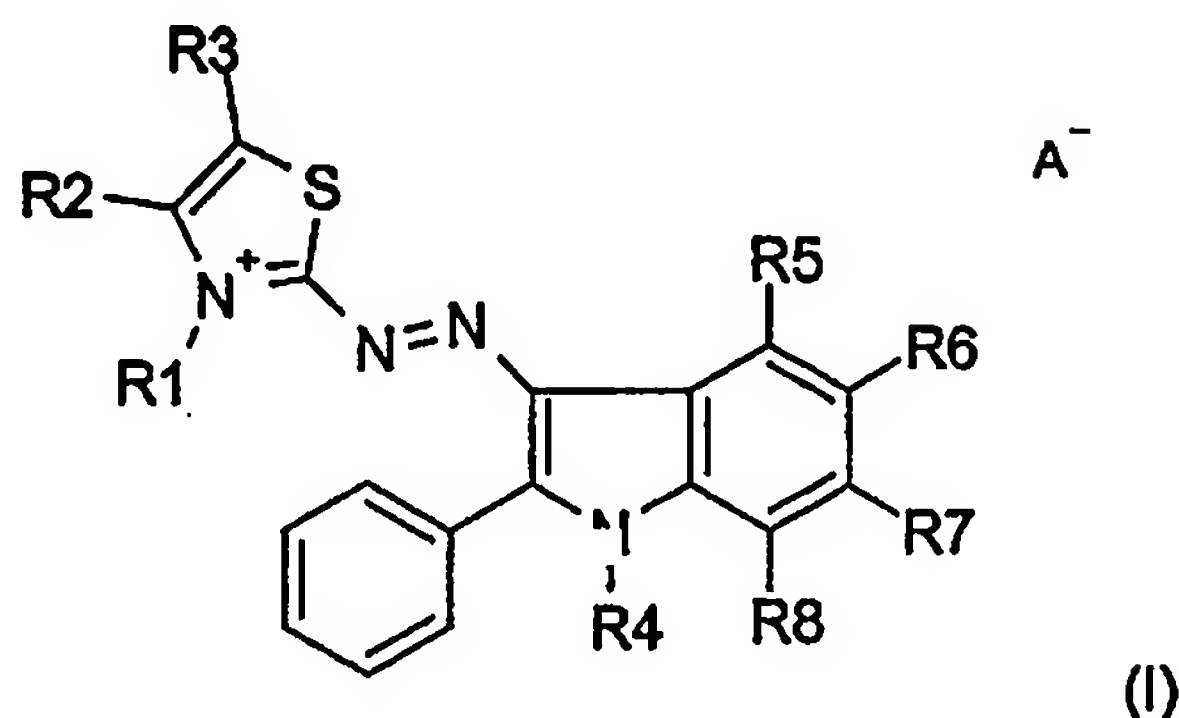


C L A I M S

1. Agent for coloring keratin fibers, characterized in that it contains at least one indolylthiazoliumazo dye of general formula (I)



wherein

R1 is a saturated or unsaturated (C₁-C₁₂)-alkyl group, a halogen atom substituted (C₁-C₁₂)-alkyl group, a hydroxy-(C₁-C₁₂)-alkyl group, a (C₁-C₆)-alkoxy-(C₁-C₁₂)-alkyl group, an amino-(C₁-C₁₂)-alkyl group, a (C₁-C₆)-alkylamino-(C₁-C₁₂)-alkyl group, a di(C₁-C₆)-alkylamino-(C₁-C₁₂)-alkyl group, a cyano-(C₁-C₁₂)-alkyl group, a substituted or unsubstituted phenyl group or a substituted or unsubstituted benzyl group;

R2 and **R3** can be equal or different and independently of each other stand for hydrogen, a halogen atom, a saturated or unsaturated (C₁-C₁₂)-alkyl group, a (C₁-C₁₂)-alkoxy group, a nitro group, an amino group, a (C₁-C₁₂)-alkylamino group, a di(C₁-C₁₂)-alkylamino group, a (C₁-C₁₂)-hydroxyalkylamino group, a di(C₁-C₁₂)-hydroxyalkylamino group, a substituted or unsubstituted phenyl group or a substituted or unsubstituted heteroaryl group;

R4 stands for hydrogen, a saturated or unsaturated (C₁-C₁₂)-alkyl group, a halogen atom substituted (C₁-C₁₂)-alkyl group, a hydroxy-(C₁-C₁₂)-alkyl group, (C₁-C₆)-alkoxy-(C₁-C₁₂)-alkyl group, an amino-(C₁-C₁₂)-alkyl group, a (C₁-C₆)-alkylamino-(C₁-C₁₂)-alkyl group, a di(C₁-C₆)-alkylamino-(C₁-C₁₂)-alkyl group, a cyano-(C₁-C₁₂)-alkyl group, a substituted or unsubstituted phenyl group, a substituted or unsubstituted benzyl group or a substituted or unsubstituted heteroaryl group;

R5, **R6**, **R7** and **R8** can be equal or different and independently of each other stand for

hydrogen, a halogen atom, a saturated or unsaturated (C₁-C₁₂)-alkyl group, a hydroxyl group, a (C₁-C₁₂)-alkoxy group, a nitro group, an amino group, a (C₁-C₁₂)-alkylamino group or a di(C₁-C₁₂)-alkylamino group, and

A⁻ stands for an anion of an organic or inorganic acid.

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2. Agent as defined in claim 1, characterized in that **R1** stands for a saturated or unsaturated (C₁-C₁₂)-alkyl group and **R4** stands for hydrogen, a saturated or unsaturated (C₁-C₁₂)-alkyl group or a substituted or unsubstituted phenyl group.

10 3. Agent as defined in claim 2, characterized in that **R1** stands for a saturated (C₁-C₁₂)-alkyl group and **R4** stands for hydrogen, a saturated (C₁-C₁₂)-alkyl group or an unsubstituted phenyl group.

15 4. Agent as defined in one of claims 1 to 3, characterized in that A⁻ stands for a chloride, bromide, iodide, hydrogen sulfate, sulfate, toluenesulfonate, benzenesulfonate, monomethylsulfate, hexafluorophosphate, hexafluoroantimonate, tetrafluoroborate, tetraphenylborate, formate, acetate or propionate anion.

20 5. Agent as defined in one of claims 1 to 4, characterized in that the compound of formula (I) is selected from among 3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,4-dimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,4-dimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,4-dimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,5-dimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,5-dimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,5-dimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,4,5-trimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,4,5-trimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,4,5-trimethyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 5-

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bromo-3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 5-bromo-3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 5-bromo-3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 5-methoxy-3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 5-methoxy-3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 5-methoxy-3-methyl-2-[(1-methyl-2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,4-dimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,4-dimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,4-dimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,5-dimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,5-dimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,5-dimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,4,5-trimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,4,5-trimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,4,5-trimethyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 5-bromo-3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 5-bromo-3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 5-bromo-3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 5-methoxy-3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium chloride, 5-methoxy-3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium bromide, 5-methoxy-3-methyl-2-[(2-phenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3-methyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium chloride, 3-methyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium bromide, 3-methyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,4-dimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,4-dimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,4-dimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,5-dimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,5-dimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,5-dimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 3,4,5-trimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium chloride, 3,4,5-trimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium bromide, 3,4,5-trimethyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 5-bromo-3-methyl-2-[(1,2-diphenyl-1H-indol-

3-yl)azo]thiazolium chloride, 5-bromo-3-methyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium bromide, 5-bromo-3-methyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate, 5-methoxy-3-methyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium chloride, 5-methoxy-3-methyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium bromide and 5-methoxy-3-methyl-2-[(1,2-diphenyl-1H-indol-3-yl)azo]thiazolium monomethylsulfate.

6. Agent as defined in one of claims 1 to 5, characterized in that it contains the compound of formula (I) in an amount from 0.01 to 10 weight percent.

7. Agent as defined in one of claims 1 to 6, characterized in that it contains at least one additional direct dye.

8. Agent as defined in claim 7, characterized in that it contains the additional direct dye in a total amount from 0.01 to 4 weight percent.

9. Agent as defined in one of claims 1 to 8, characterized in that it additionally contains oxidation dye precursors and before use is mixed with an oxidant.

10. Agent as defined in one of claims 1 to 9, characterized in that it has a pH ranging from 3 to 10.

11. Agent as defined in one of claims 1 to 8, characterized in that it contains at least one natural polymer, synthetic polymer or modified polymer of natural origin commonly used in cosmetic agents and is in the form of a tinting fixative or dye fixative.

12. Agent as defined in one of claims 1 to 11, characterized in that it is a hair colorant.